CLAIMS

What is claimed is:

1. A method of controlling serum lipid concentrations in a subject comprising:

(a) providing a composition containing a therapeutically effective amount of a sea buckthorn extract and an inert carrier, and

(b) administering the composition to a subject.

2. A method as in claim 1, wherein the controlling is reducing serum lipid concentrations in a subject.

3. A method as in claim 2, wherein the serum lipid is a triglyceride.

4. A method as in claim 2, wherein the serum lipid is total cholesterol.

5. A method as in claim 2, wherein the serum lipid is a low-density lipoprotein.

6. A method as in claim 1, wherein the controlling is preventing a concentration increase in a serum lipid selected from the group consisting of triglycerides, cholesterol, low density lipoprotein, and combinations thereof.

7. A method as in claim 1, wherein the controlling is elevating high density lipoprotein serum concentrations.

8. A method as in claim 1, wherein the inert carrier is selected from the group consisting of calcium carbonate, calcium silicate, calcium magnesium silicate, calcium phosphate, kaolin, sodium hydrogen carbonate, sodium sulfate, barium carbonate, barium sulfate, magnesium sulfate, magnesium carbonate, activated carbon, water, isopropyl alcohol, ethyl alcohol, polyvinyl pyrrolidone, propylene glycol, polyethylene glycol stearyl alcohol, stearic acid, sorbitan monooleate, microcrystalline cellulose, sodium carboxymethyl cellulose, hydroxyethyl cellulose,

hydroxypropyl cellulose, hydroxypropyl methylcellulose, sorbitol, mannitol, xylitol, starches, gelatins, lactose, acacia, carbomer, dextrin, guar gum, lactose, liquid glucose, maltodextrin, polymethacrylates, and combinations thereof.

9. A method as in claim 1, wherein the sea buckthorn extract is administered orally.

10. A method as in claim 9, wherein the oral administration is performed using a dosage form selected from the group consisting of beverages, effervescent beverages, liquids, syrups, elixirs, suspensions, tablets, powders, capsules, gel capsules, confections, candies, bars, lozenges, and combinations thereof.

11. A method as in claim 1, wherein the composition further comprises an active ingredient selected from the group consisting of herbal extracts, botanical extracts, vitamins, minerals, amino acids, proteins, enzymes, and combinations thereof.

12. A method as in claim 1, wherein the composition further comprises a cortisol controlling agent selected from the group consisting of ashwagandha, beta-sitosterol, Epimedium, garlic, L-theanine, magnolia bark extract, phosphatidylserine, and combinations thereof.

13. A method of controlling the body weight of a subject comprising:

(a) providing a composition containing a therapeutically effective amount of sea buckthorn extract and an inert carrier, and

(b) administering the composition to a subject.

14. A method as in claim 13, wherein the controlling is reducing the body weight of the subject.

15. A method as in claim 13, wherein the controlling is preventing the body weight of the subject from increasing.

16. A method as in claim 13, wherein the therapeutically effect amount of sea buckthorn extract increases serum cholecystokinin concentration in the subject.

17. A method as in claim 16, wherein the cholecystokinin serum concentration increase occurs by stimulating cholecystokinin production.

18. A method as in claim 16, wherein the cholecystokinin serum concentration increase occurs by an increased rate in the release from cholecystokinin producing cells.

19. A method as in claim 16, wherein the increased cholecystokinin serum concentration causes appetite suppression.

20. A method as in claim 13, wherein administering the composition to the subject is part of a sustained dosing regimen.

21. A method as in claim 20, wherein the regimen is less than about 1 year.

22. A method as in claim 21, wherein the regimen is less than about 6 months.

23. A method as in claim 22, wherein the regimen is less than about 3 months.

24. A method as in claim 23, wherein the regimen is less than about 1 month.

25. A method as in claim 13, wherein administering the composition to the subject includes a single daily dose.

26. A method as in claim 13, wherein administering the composition to the subject includes multiple doses per day.

27. A method as in claim 13, wherein the inert carrier is selected from the group consisting of calcium carbonate, calcium silicate, calcium magnesium silicate, calcium phosphate, kaolin, sodium hydrogen carbonate, sodium sulfate, barium carbonate, barium sulfate, magnesium sulfate, magnesium carbonate, activated

carbon, water, isopropyl alcohol, ethyl alcohol, polyvinyl pyrrolidone, propylene glycol, polyethylene glycol stearyl alcohol, stearic acid, sorbitan monooleate, microcrystalline cellulose, sodium carboxymethyl cellulose, hydroxyethyl cellulose, hydroxypropyl cellulose, hydroxypropyl methylcellulose, sorbitol, mannitol, xylitol, starches, gelatins, lactose, acacia, carbomer, dextrin, guar gum, lactose, liquid glucose, maltodextrin, polymethacrylates, and combinations thereof.

28. A method as in claim 13, wherein the sea buckthorn extract is administered orally.

29. A method as in claim 28, wherein the oral administration is performed using a dosage form selected from the group consisting of beverages, effervescent beverages, liquids, syrups, elixirs, suspensions, tablets, powders, capsules, gel capsules, confections, candies, bars, lozenges, and combinations thereof.

30. A method as in claim 13, wherein the composition further comprises an active ingredient selected from the group consisting of herbal extracts, botanical extracts, vitamins, minerals, amino acids, proteins, enzymes, and combinations thereof.

31. A method as in claim 13, wherein the composition further comprises a cortisol controlling agent selected from the group consisting of ashwagandha, beta-sitosterol, Epimedium, garlic, L-theanine, magnolia bark extract, phosphatidylserine, and combinations thereof.

32. A sea buckthorn composition comprising

(a) a therapeutically effective amount of sea buckthorn extract; and

(b) an inert carrier.

33. A composition as in claim 32, wherein the inert carrier is selected from the group consisting of calcium carbonate, calcium silicate, calcium magnesium silicate, calcium phosphate, kaolin, sodium hydrogen carbonate, sodium sulfate, barium carbonate, barium sulfate, magnesium sulfate, magnesium carbonate, activated carbon, water, isopropyl alcohol, ethyl alcohol, polyvinyl pyrrolidone, propylene

glycol, polyethylene glycol stearyl alcohol, stearic acid, sorbitan monooleate, microcrystalline cellulose, sodium carboxymethyl cellulose, hydroxyethyl cellulose, hydroxypropyl cellulose, hydroxypropyl methylcellulose, sorbitol, mannitol, xylitol, starches, gelatins, lactose, acacia, carbomer, dextrin, guar gum, lactose, liquid glucose, maltodextrin, polymethacrylates, and combinations thereof.

34. A composition as in claim 32, wherein the composition is a dosage form selected from the group consisting of beverages, effervescent beverages, liquids, syrups, elixirs, suspensions, tablets, powders, capsules, gel capsules, confections, candies, bars, lozenges, and combinations thereof.

35. A composition as in claim 32, wherein the composition further comprises an active ingredient selected from the group consisting of herbal extracts, botanical extracts, vitamins, minerals, amino acids, proteins, enzymes, and combinations thereof.

36. A composition as in claim 32, wherein the composition further comprises a cortisol controlling agent selected from the group consisting of ashwagandha, beta-sitosterol, Epimedium, garlic, L-theanine, magnolia bark extract, phosphatidylserine, and combinations thereof.

37. A composition as in claim 32, wherein the sea buckthorn extract is obtained from a portion of the sea buckthorn plant selected from the group consisting of the sea buckthorn fruit, the sea buckthorn leaves, the sea buckthorn stems and branches, the sea buckthorn seeds, and combinations thereof.

38. A composition as in claim 32, wherein the composition reduces serum lipid concentrations in a subject in need thereof when administered to said subject.

39. A composition as in claim 32, wherein the composition reduces the body weight of a subject in need thereof when administered to said subject.

40. A composition as in claim 32, wherein the composition increases the serum concentration of cholecystokinin in the subject when administered to said subject.

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